

Real Society Leaders WEAR and ENTHUSE About Patrician Shoes for Women

No woman in the world is more exacting in matters of dress than the American society woman. She attires herself with a fastidious regard to appearances---and with an equal disregard to expense.

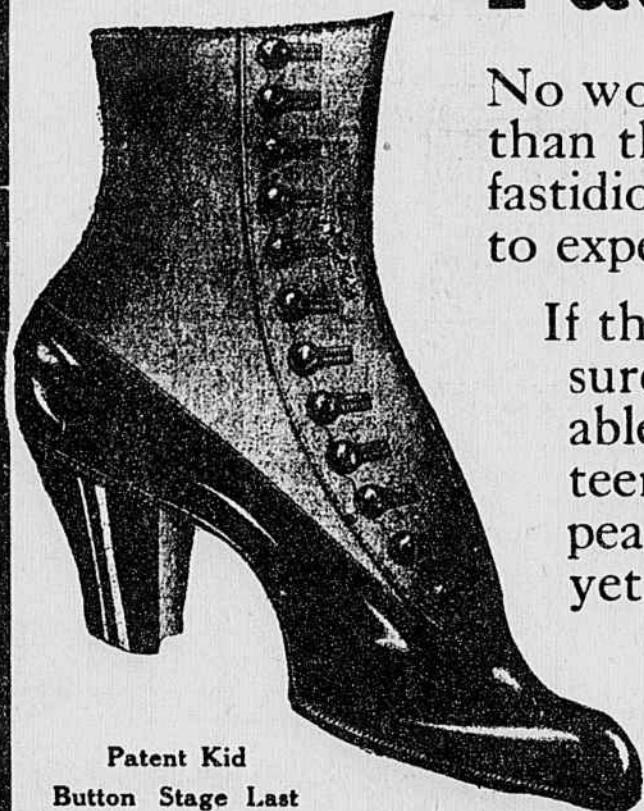
If there were a better shoe than "Patrician" she would assuredly wear it. That she wears "Patrician" is incontestable proof of its worthiness to occupy first place in her esteem. Were you to judge Patrician Shoes from their appearance you would guess their prices to be \$6 or \$7---and yet

The Prices of Patrician Shoes Are Only

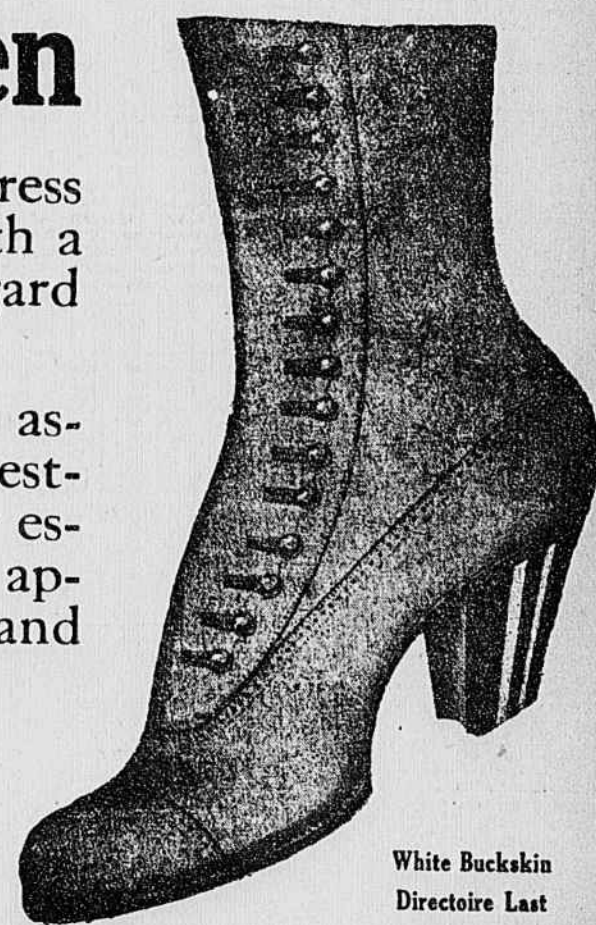
\$3.50

\$4.00

\$5.00



Patent Kid
Button Stage Last



White Buckskin
Directoire Last

Any woman who is a woman simply cannot resist the inviting array of "Patrician" models we are showing this season.

Aside from the regular custom lasts there are shapes that none but a true shoe artist could conceive---those ultra short-vamp models in which the harmonious blending

of the lines is carried out with consummate skill.

In variety of leathers "Patrician" leaves nothing to be desired. It would be difficult to imagine a costume or occasion for which there is not an appropriate "Patrician"---from the smart Tan Calf for morning wear to the more dressy effects in Velvet and Satin.

Seymour Sycle

11 West Broad Street

Richmond, Va.